



Content Insights to Deliver Results

Sudhir Sharma

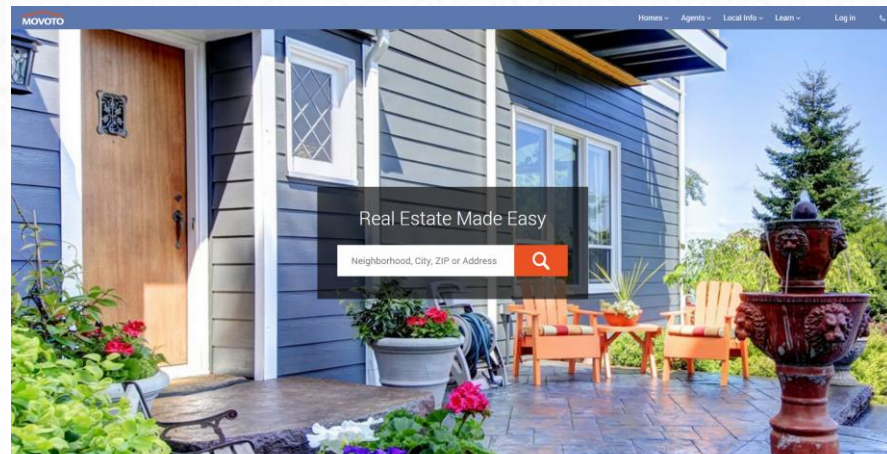
Director, Traffic Acquisition

Movoto.com

The leading industry event by digital marketers for digital marketers

Movoto.com by Content

- Leading real estate portal for consumers
- As a company we have invested in content marketing by being “The Lighter Side of Real Estate”
- Financially backed up by Recruit Holdings
- New platform launch by the end of this year (interesting as engineering is in China with no access to Google)
- Mission is to make buying a home as easy as booking a vacation and twice as fun!



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About me:

- Director, Acquisition Marketing at Movoto.com
- Worked with BrightEdge (as Head of SEO)
- Adobe for almost 4 years, worked on SEO consulting side
- EfficientFrontier in different SEO roles
- Auctiva (an AliBaba.com company)

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Hot Leads Were The Only KPI

Movoto Real Estate » California » Fremont » 39078 Guardino Dr #207

39078 Guardino Dr #207

Fremont, CA 94538

\$399,000 2 Beds | 1 Baths | 844 Sq. Ft.



[Back to Search](#) [◀ Prev](#) | [Next ▶](#)

Tour This Home With Movoto

Name:

sdsd

Email:

fdsdfds@xcxx.co

Phone:

123-445-6780 ?

Question (optional):

Please have a Movoto specialist contact me to schedule a viewing of this home.

[Go Tour This Home](#)

or [Make an Offer](#)

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My first task: SEO Traffic Forecast

NO U TURN!



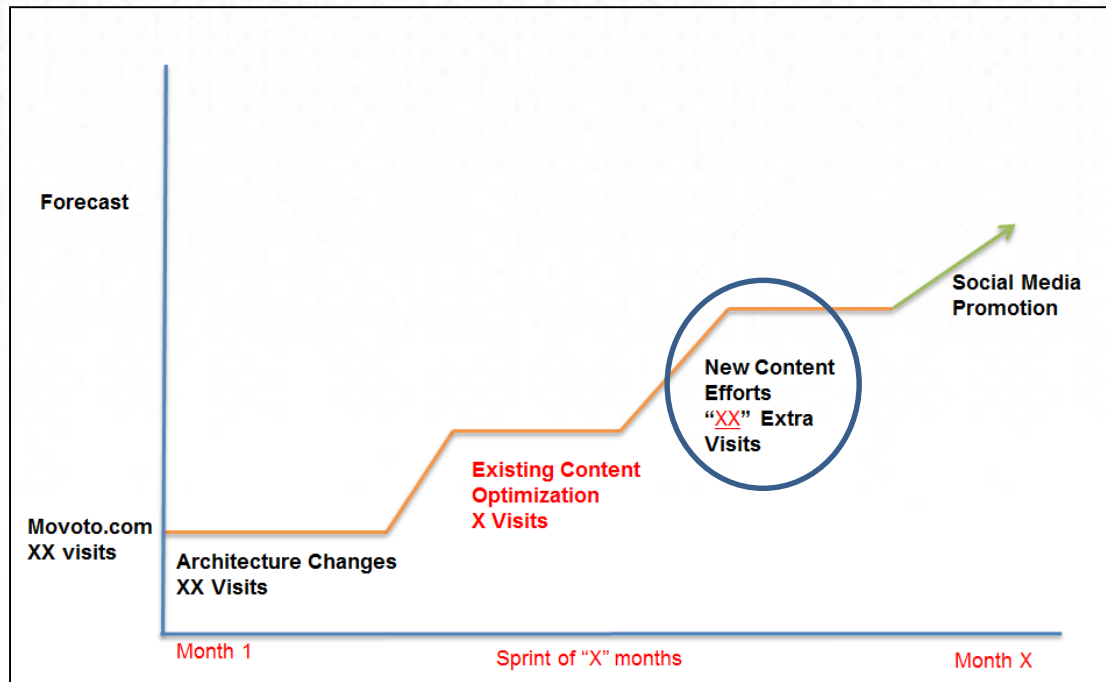
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SEO Forecast



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Leveraging Data- 9,080 pages X 60 Columns

A56 <http://www.movoto.com/blog/novelty-real-estate/thundercats-lair-for-sale/>

URL	Page Rank	Page Title	Page Content	Page Meta	Page Links	Page Images	Page Videos	Page Audio	Page Social	Page Backlinks	Page Keywords	Page Funnel
http://www.movoto.com/blog/novelty-real-estate/thundercats-lair-for-sale/	0.8	Novelty Real Estate: Thundercats Lair for Sale	Novelty Real Estate is proud to announce the sale of a unique property in the heart of the city. This property is a true gem, offering a rare opportunity for investors and homeowners alike. The property is located in a prime location, with easy access to all major amenities. The house is a beautiful blend of modern and traditional architecture, featuring high-quality materials and finishes. The interior is spacious and bright, with large windows that let in plenty of natural light. The kitchen is a chef's dream, with top-of-the-line appliances and a large island. The living room is a perfect space for entertaining, with a fireplace and a large sofa. The bedrooms are comfortable and well-lit, with a master suite that includes a walk-in closet. The property is also surrounded by lush landscaping, including a large lawn and mature trees. This is a truly exceptional property that is sure to attract a lot of interest. Contact us today to learn more about this and other properties we have for sale.	Novelty Real Estate 1234 Main St City, State 12345 (123) 456-7890 info@noveltyrealestate.com	Novelty Real Estate 1234 Main St City, State 12345 (123) 456-7890 info@noveltyrealestate.com	Novelty Real Estate 1234 Main St City, State 12345 (123) 456-7890 info@noveltyrealestate.com	Novelty Real Estate 1234 Main St City, State 12345 (123) 456-7890 info@noveltyrealestate.com	Novelty Real Estate 1234 Main St City, State 12345 (123) 456-7890 info@noveltyrealestate.com	Novelty Real Estate 1234 Main St City, State 12345 (123) 456-7890 info@noveltyrealestate.com	Novelty Real Estate 1234 Main St City, State 12345 (123) 456-7890 info@noveltyrealestate.com	Novelty Real Estate 1234 Main St City, State 12345 (123) 456-7890 info@noveltyrealestate.com	Novelty Real Estate 1234 Main St City, State 12345 (123) 456-7890 info@noveltyrealestate.com

URL level – on-page SEO, Content, Traffic, Engagement, Social, Backlinks, Keywords Funnel

From GA:
1. LP Assisted in Lead and
2. Reverse Path Analysis

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What are we looking for?

- Leveraging Existing Content
- New Content Ideas
- IA/Design Inputs
- Align Paid & Social Media

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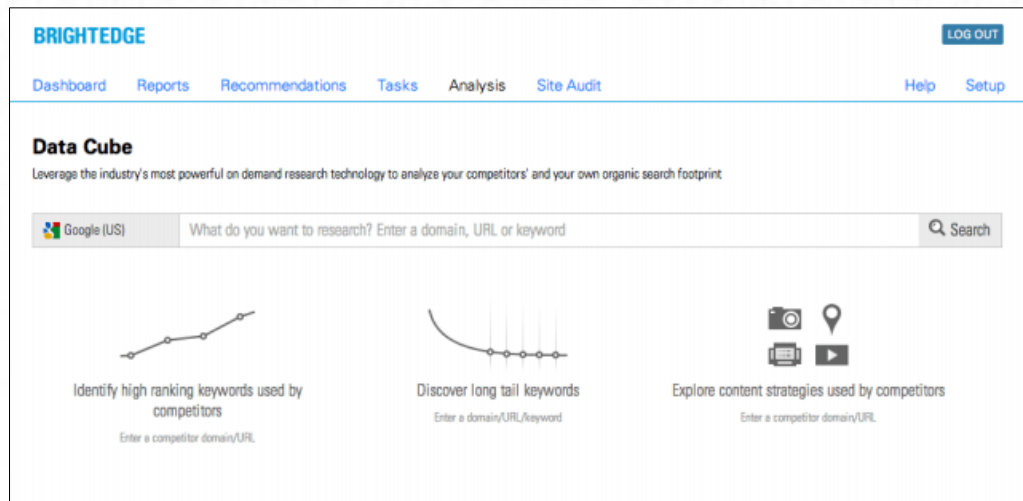
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Tools/Platform - Machine Learning + Big Data?

- BrightEdge – Page level keywords, tracking KPIs
- BrightEdge Data Cube
- Majestic
- GWMT
- GA
- URL Profiler
- Excel



Google Analytics – Reverse Path Analysis

Goal Completion Location ?	Goal Previous Step - 1 ?	Goal Previous Step - 2 ?	Goal Previous Step - 3 ?	Goal Completion
1. Goal Completion Location ?	Goal Previous Step - 1 ?	Goal Previous Step - 2 ?	Goal Previous Step - 3 ?	Goal Completion
2. 1. /All Photos Page Gallery	/Property Detail Six	/Test group - Tennessee	/Property Detail Six	120 (0.0)
3. 2. /All Photos Page Gallery	/Property Detail Six	/Statistics City Detail	/Property Detail Six	48 (0.0)
4. 3. /All Photos Page Gallery	/Property Detail Six	/Site Map Zip Code	/Property Detail Six	120 (0.0)
5. 4. /All Photos Page Gallery	/Property Detail Six	/Site Map Zip Code	/Site Map City	24 (0.0)
6. 5. /All Photos Page Gallery	/Property Detail Six	/Site Map Zip Code	/Site Map Zip Code	144 (0.0)
7. 6. /All Photos Page Gallery	/Property Detail Six - Test - Livechat	/Site Map Zip Code	/Property Detail Six - Test - Livechat	24 (0.0)
8. 7. /All Photos Page Gallery	/Property Detail Six - Test - Livechat	/Site Map Zip Code	/Site Map Zip Code	24 (0.0)
9. 8. /All Photos Page Gallery	/Property Detail Six - Test - Livechat - Control	/Site Map Zip Code	/Property Detail Six - Test - Livechat - Control	48 (0.0)
10. 9. /All Photos Page Gallery	/Property Detail Six	/Site Map SFR	/Property Detail Six	72 (0.0)
10. /All Photos Page Gallery	/Property Detail Six	/Site Map SFR	/Site Map SFR	96 (0.0)

What content was touched during the conversion flow?

Google Analytics – Assisted Conversions

Primary Dimension: MCF Channel Grouping Source / Medium Source Medium **Landing Page URL** Channel Groupings

Plot Rows Secondary dimension

advanced

<input type="checkbox"/> Landing Page URL	Assisted Conversions	Assisted Conversion Value	Last Click or Direct Conversions	Last Click or Direct Conversion Value	Assisted / Last Click or Direct Conversions
1. www.movoto.com/Property Detail Six	825,330 (28.93%)	\$11,111,111	28,930 (1.00%)	\$11,111,111	0.51
2. www.movoto.com/Site Map City	266,715 (9.35%)	\$3,333,333	9,350 (0.33%)	\$3,333,333	0.94
3. www.movoto.com/Property Detail Sold - Test - Street View - Control	235,662 (8.26%)	\$2,945,775	8,260 (0.30%)	\$2,945,775	3.13
4. www.movoto.com/Site Map Neighborhood	171,257 (6.00%)	\$2,140,712	6,000 (0.21%)	\$2,140,712	0.85
5. www.movoto.com/Map Search 2.0	128,447 (4.50%)	\$1,605,587	4,500 (0.16%)	\$1,605,587	1.85
6. www.movoto.com/map/	116,574 (4.09%)	\$1,457,175	4,090 (0.15%)	\$1,457,175	3.93
7. www.movoto.com/Home Page	102,660 (3.60%)	\$1,283,250	3,600 (0.13%)	\$1,283,250	1.40
8. www.movoto.com/Property Detail Sold - Test - Street View - Control - Logged In	77,964 (2.73%)	\$974,550	2,730 (0.10%)	\$974,550	2.10
9. www.movoto.com/Site Map Zip Code	42,401 (1.49%)	\$530,012	1,490 (0.05%)	\$530,012	1.61
10. www.movoto.com/Property Detail Six - Test - Livechat	41,981 (1.47%)	\$524,762	1,470 (0.05%)	\$524,762	0.79

What “content” assisted conversion flow?

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What not to publish?

America's 10 Most Dangerous Small Cities

If you're hoping to escape from big city crime, look elsewhere. These places actually defy the stereotype of smaller cities being safer.

TOP TEN



1,466,721
views



15
Pinterest
143k
Share
544
Tweet
31
in Share
98
+1

- What are the negative sentiment topics?
- Do we still need to write them?

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What's good to publish?

This Awesome Time Lapse Of Portland Will Make You Want To Move There

Made from 300,000 still photos, this video is as stunning as it is ambitious.

OPINIONS



Randy Nelson
Content Manager

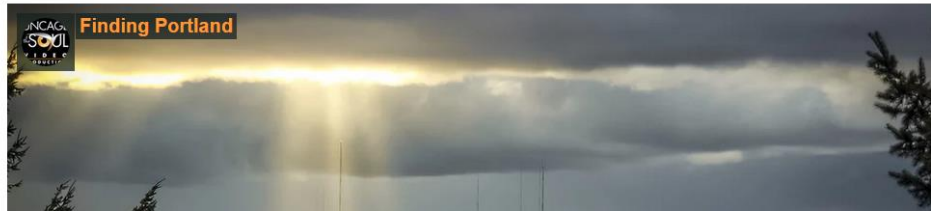
120 articles, 53 comments

590,482
views



Called "Finding Portland", it took production company [Uncage the Soul](#) 51 days and more than 300,000 individual photos to assemble. Thanks to the magic of time lapse photography, each second contains 3.8 hours.

My favorite parts are the Shamrock Run at 1:05 and the long pan out starting at 1:24 that shows just how incredibly beautiful—and close by—the nature around [Portland](#) is.



211



227k



763



231



178



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- Most shared/liked has only 50 words

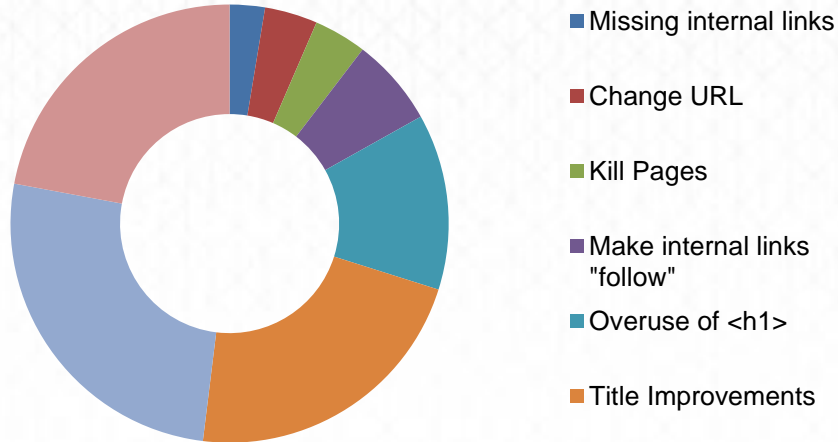
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Execution:

Shortlisted



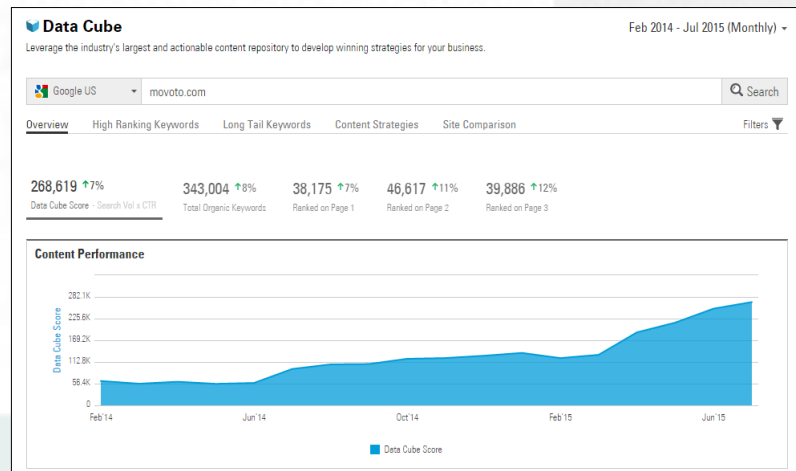
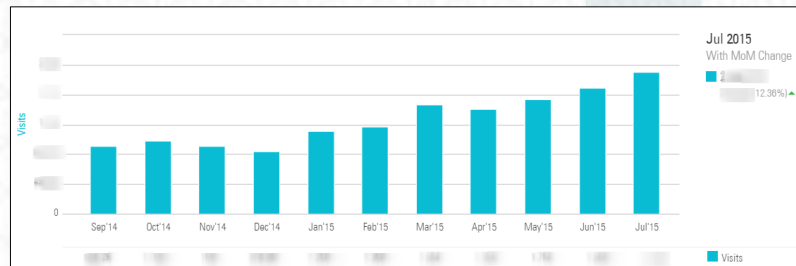
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Results

- Data cube score improved 35%
- 38% of kw's improved to Page 2 and above
- Avg. keyword rank improved to 14 to 9
- Led to new content ideas and a new IA



Takeaways

- We've enough data than we can consume
- There's no single KPI we can base success on
- Think about the KPIs (may be you don't need 60)
 - Titles, Keywords, Image alt tags, Duplicate content, Internal Links, Sentiments



After all, we also need to consider “ROI of Calculating Content ROI”